

Rep Order# 8879973
EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 10/11/2012 11:14 AM
Last Received: 10/10/2012 4:13 PM
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS
Advertiser () PATRIOT MAJORITY
Product Issue
Estimate# 2029
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 84/91/2029
Flight Dates 10/16/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

MISTY...FIGURED I'D GET THIS ONE DOWN TO YOU SINCE IT
STARTS FRI. I KNOW THE RATES ARE WRONG, BUT FIGURED WE
HAVE TO RE-WORK ANYWAY.

THANKS

MIKE

*ALSO, THEY WILL BE PAYING FOR THIS SKED IN WEEKLY
INSTALLMENTS*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	600A-700A	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	10/16-10/22	5	1	5	\$6,000.00	
	2	TU-F,M	600A-700A	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	10/23-10/29	5	1	5	\$6,000.00	
	3	TU-F,M	600A-700A	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	10/30-11/05	5	1	5	\$6,000.00	
	4	TU	600A-700A	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	11/06-11/06	1	1	1	\$1,200.00	
	5	TU-F,M	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/16-10/22	10	1	10	\$10,000.00	
	6	TU-F,M	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/23-10/29	10	1	10	\$10,000.00	
	7	TU-F,M	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/30-11/05	8	1	8	\$8,000.00	
	8	TU	700A-900A	CBS THIS MORNING	:30	\$1,000.00	11/06-11/06	2	1	2	\$2,000.00	

Rep Order# 8879973 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/11/2012 11:14 AM
Last Received: 10/10/2012 4:13 PM
Showing Buylines: All Lines

2 of 4

Station KLAS-TV LAS VEGAS
Advertiser () PATRIOT MAJORITY
Product Issue
Estimate# 2029
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 84/91/2029
Flight Dates 10/16/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	9	SU	600A-630A	8 NEWS NOW SUNDAY MORNING- #1	:30	\$500.00	10/21-10/21 11/04-11/04	1 1	1 1	1 1	\$1,000.00	
	10	TU-F,M	900A-1000A	LIVE! WITH KELLY	:30	\$1,100.00	10/16-11/05	4	3	12	\$13,200.00	
	11	TU-F,M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,200.00	10/16-10/22	3	1	3	\$3,600.00	
	12	TU-F,M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,200.00	10/23-10/29	4	1	4	\$4,800.00	
	13	TU-F,M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,200.00	10/30-11/05	3	1	3	\$3,600.00	
	14	TU	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,200.00	11/06-11/06	1	1	1	\$1,200.00	
	15	TU-F,M	300P-400P	ELLEN	:30	\$1,600.00	10/16-10/22 10/23-10/29 10/30-11/05	3 4 3	1 1 1	3 4 3	\$16,000.00	
	16	SU	530P-600P	INSIDE EDITN W	:30	\$650.00	10/21-10/21 11/04-11/04	1 1	1 1	1 1	\$1,300.00	
	17	TU-F,M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/16-10/22	3	1	3	\$4,800.00	
	18	TU-F,M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/23-10/29	3	1	3	\$4,800.00	
	19	TU-F,M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/30-11/05	3	1	3	\$4,800.00	
	20	TU	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	11/06-11/06	1	1	1	\$1,600.00	
	21	TU-F,M	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/16-11/05	5	3	15	\$25,500.00	

Rep Order# 8879973 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/11/2012 11:14 AM
Last Received: 10/10/2012 4:13 PM
Showing Buylines: All Lines

3 of 4

Station KLAS-TV LAS VEGAS
Advertiser () PATRIOT MAJORITY
Product Issue
Estimate# 2029
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 84/91/2029
Flight Dates 10/16/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	22	SA	530P-600P	POLITICS NOW	:30	\$1,000.00	10/20-11/03	1	3	3	\$3,000.00	
	23	SU	400P-430P	8 NEWS NOW @ 4P (AFTER NFL)	:30	\$1,500.00	10/21-11/04	1	3	3	\$4,500.00	
	24	TU	800P-900P	NCIS	:30	\$3,000.00	10/16-10/16 10/30-10/30	1 1	1 1	1 1	\$6,000.00	
	25	TU	900P-1000P	NCIS: LOS ANGELES	:30	\$3,000.00	10/23-10/23	1	1	1	\$3,000.00	
	26	W	800P-900P	SURVIVOR	:30	\$16,000.00	10/17-10/17 10/31-10/31	1 1	1 1	1 1	\$32,000.00	
	27	W	1000P-1100P	C.S.I.	:30	\$15,000.00	10/24-10/24	1	1	1	\$15,000.00	
	28	TH	1000P-1100P	ELEMENTARY	:30	\$12,000.00	11/01-11/01	1	1	1	\$12,000.00	
	29	SU	700P-800P	60 MINUTES	:30	\$25,000.00	10/21-10/21	1	1	1	\$25,000.00	
	30	SA-SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,100.00	10/20-11/04	1	3	3	\$3,300.00	
	31	TU-F,M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,500.00	10/16-11/05	3	3	9	\$22,500.00	
	32	TU-F,M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$950.00	10/16-11/05	3	3	9	\$8,550.00	
	33	TU-F,M	1237A-137A	LATE LATE SHOW	:30	\$450.00	10/16-11/05	3	3	9	\$4,050.00	

—REPORT TOTALS—

Rep Order# 8879973 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/11/2012 11:14 AM
Last Received: 10/10/2012 4:13 PM
Showing Buylines: All Lines

4 of 4

Station KLAS-TV LAS VEGAS
Advertiser () PATRIOT MAJORITY
Product Issue
Estimate# 2029
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 84/91/2029
Flight Dates 10/16/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

Report Totals: 152 / \$274,300.00

--SALES MONTHLY TOTALS--

Oct 12: 88 / \$166,450.00 Nov 12: 64 / \$107,850.00

Sales Totals: 152 / \$274,300.00

Station Totals: 152 / \$274,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$914,333	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+